What’s rocking the cradle?
Navigating challenges to breastfeeding support
Learning Objectives:

• Identify commonly encountered challenges and barriers to implementation of breastfeeding support activities in hospitals, community organizations, and/or worksite settings.
• Identify approaches to overcome these challenges
Agenda

• 11:00-11:10  Introduction to the Session
• 11:10-11:45  Small Group Discussion
• 11:45-11:55  Round Robin Sharing
• 11:55-12:00  Wrap Up
Small Group Discussion Facilitators

- ASTHO
- NACCHO
- USBC
- CGBI
Optimizing Small Group Discussion

• Everyone has a voice
• Allow all to share
• Own your lens
• Listen with an open mind
• Take a breath, pause
• Resist the urge to walk away from the tough conversations
• Be respectful of one another
Change Management
What Often Occurs: “Accidental”
- Project Complete = Training Complete
- Announcement Sent at Project Close
- Hope & Pray ROI is realized
  - Team Develops Strategy
  - Training = Tech. Skill Gaps
  - Content Development by Team
  - Uses only 1 or 2 Formats
  - Anecdotal Feedback Only
  - Communicates Project Status
  - Communicates Top Down
  - Communications only when answers are known, formally.
  - Rationalizes when resistance is encountered
  - Delegation of Communication
    - “Anointed” Sponsor
    - Emails Periodic Updates
    - Project viewed as “Add On”

What Should Occur: “Intentional”
- Reward & Recognition
- Creation of Sustainment Plan
- Institutionalize Expectations
  - Utilizes Holistic Approach
  - Involves Stakeholders & VOC
  - Leverage SME’s (Subject Matter)
  - Uses Multiple Formats
  - Measures Effectiveness (Data)
  - Inspires Change: “The Why”
  - Uses Influencers
  - Promotes Dialogue (2-way)
  - Communicates 10 times 10 ways
  - Builds in Organizational Alignment
  - Provides “Active Support”
  - Leads By Example: Models Behavior
  - Invites Feedback
  - Embeds Change (Systemically)
  - Celebrates Publicly = High Visibility

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Theory of Behavior Change

Precontemplation  Contemplation  Preparation  Action  Maintenance  Relapse
“We are learning to date you before we marry you because we really don’t do divorces—whether there is funding or not”

-Tikvah T. Wadley, AAS, CCE, CD, BDT
Small Group Discussion: Strategies to Overcome

“How Can I Rise”
-Gedion Nyanhongo
Round Robin

• Share one strategy to overcome challenge(s)/barrier(s) in each setting
  – Hospitals
  – Community Organizations
  – Worksite Settings
THANK YOU

Protected Family